

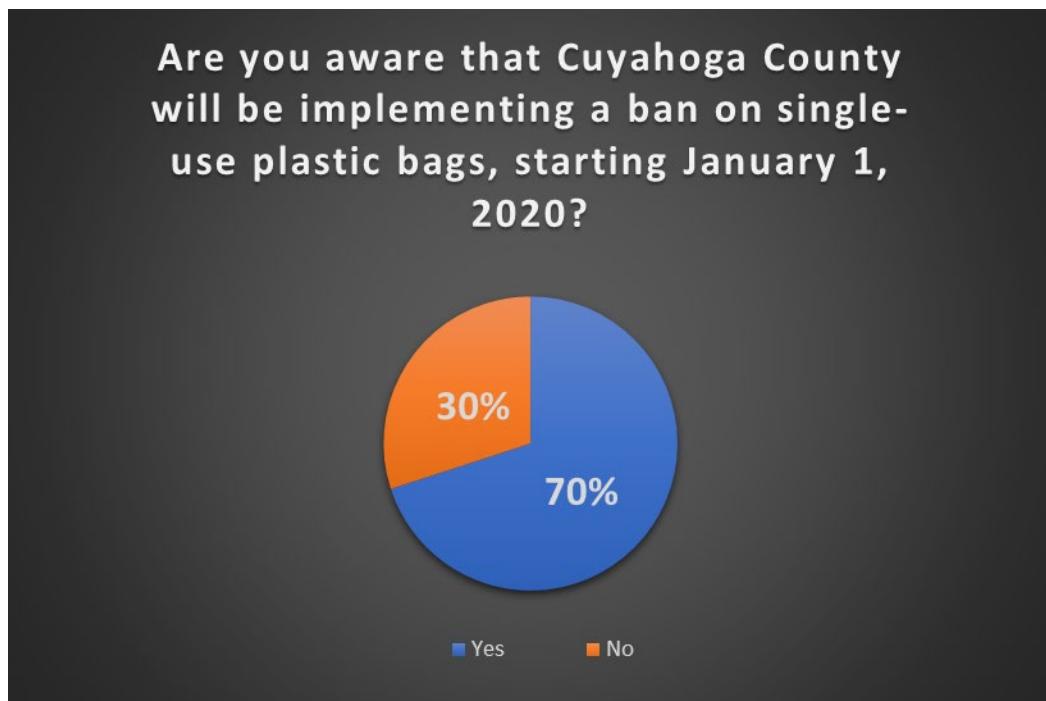


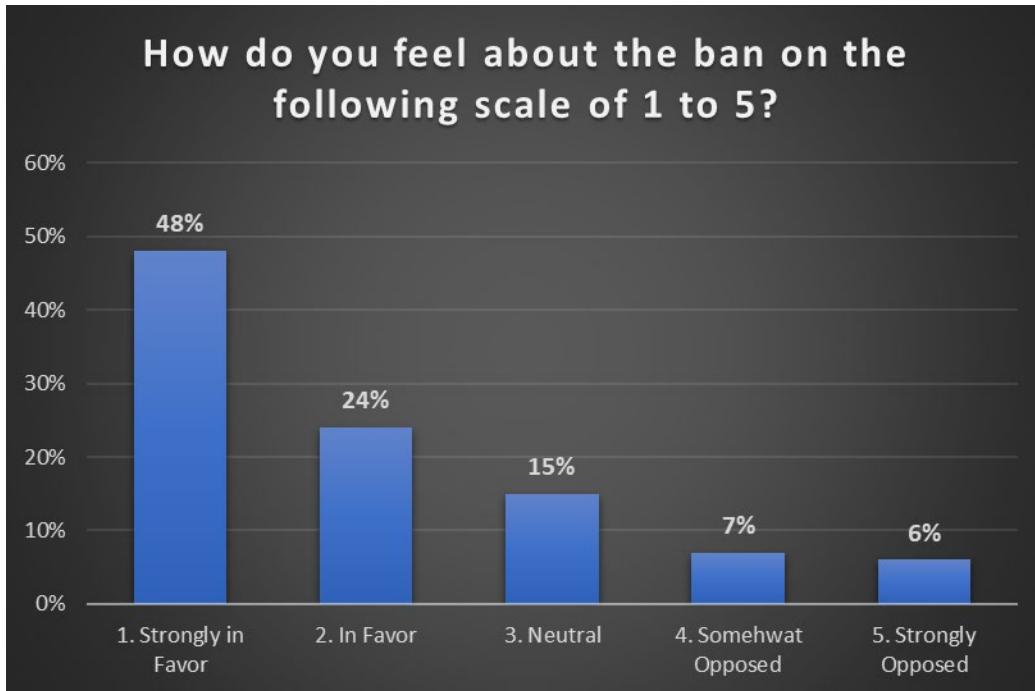
Results of Cuyahoga County Plastic Bag Ban Shopper Survey

11/15/19

Background: A Cuyahoga County shopper survey was conducted from September 20-October 28, 2019 to gauge awareness of the upcoming plastic bag ban, determine the level of support for the ban, preference of possible campaign themes, identify existing sustainability habits already in practice, and consumer preference for receiving communication about the ban. The surveys were conducted at various locations and events throughout Cuyahoga County, including three (3) public events/festivals, twelve (12) public library branches, three (3) retail outlets, two (2) middle schools and the general public at numerous other individual locations. The goal was to survey a representative sample of the adult population living in Cuyahoga County, which would be 385 people. (This is based on 995,000 adults living in Cuyahoga County with a 95% confidence level and a margin of error of +/- 5%.) A total of 484 surveys were completed, exceeding the survey sample size goal.

Results:



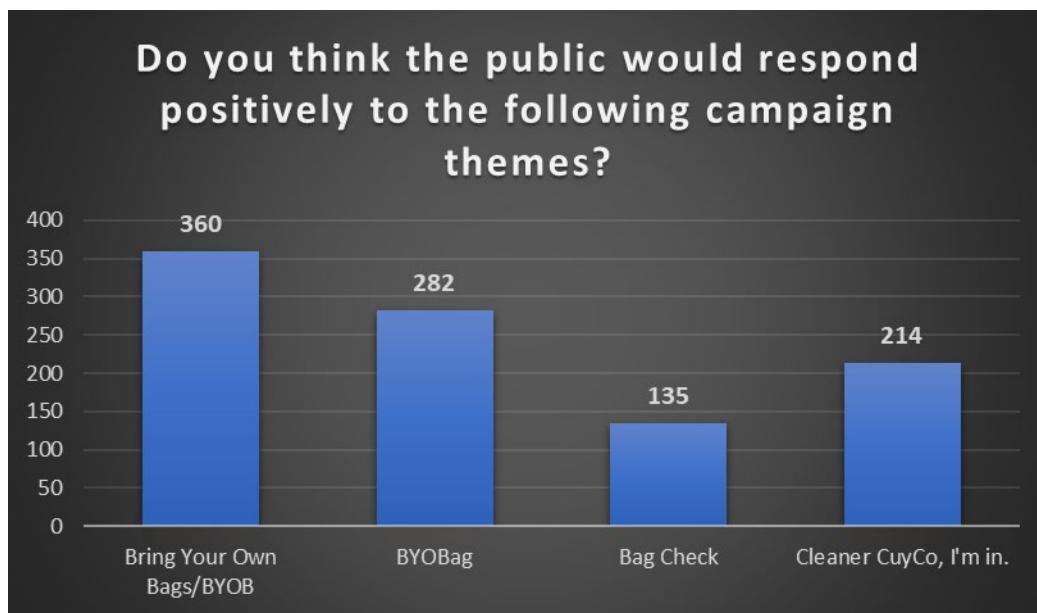


If opposed, why do you feel this way?

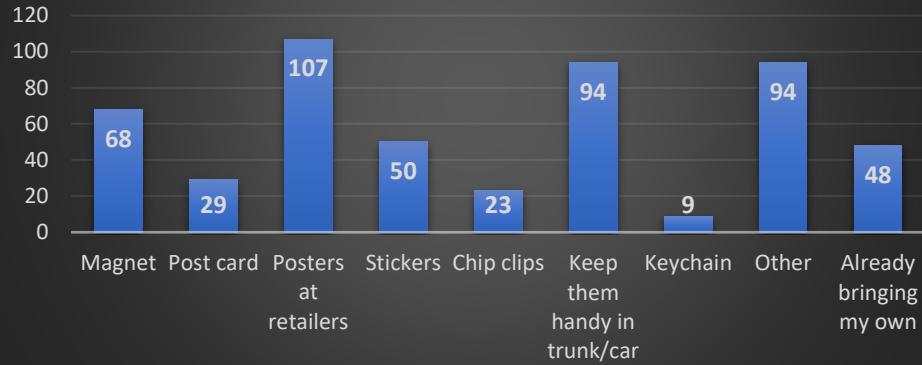
- (14) I reuse the plastic grocery bags.
- (12) It is not convenient / it is a hassle.
- (7) The cost of buying bags.
- (4) I would forget to bring bags, so I would constantly buy reusable bags.
- (4) People will just buy thicker plastic bags.
- (3) We have rights. / Using reusable bags should be a personal choice.
- (3) People (elderly and low income) cannot afford to buy/bring their own bags.
- (2) Research shows people end up wasting more plastic when bags are banned.
- (2) Paper bags tear more easily.
- (1) This is a Ponzi scheme.
- (1) People will still use plastic. This won't help.
- (1) Companies would pass expenses onto us.
- (1) If used responsibly and reused, are they really that bad?
- (1) Bag fees are a better strategy.
- (1) Go after the darn litter bugs that don't respect God's nature. They are the real problem.
- (1) Pointless to ban plastic bags, all bags are the same.
- (1) It should be the duty of the people to be responsible with them and their disposal.
- (1) More trees will be damaged because the use of paper bags will increase.
- (1) Reusable bags attract bacteria.
- (1) Having a way to carry your purchases should be the priority of the retailers; do it safely.

What do you think the benefits are to reducing the use of plastic bags?

- (103) Better for the environment
- (95) Less plastic waste / they are not biodegradable
- (58) Less garbage in the lakes/ocean/waterways
- (41) Cleaner streets, less litter
- (39) Less pollution
- (34) Waste reduction in landfill
- (23) Save our Earth / It's good for the Earth
- (23) Harmful to wildlife/marine life
- (10) Eliminate/reduce single use plastics
- (9) Less use of petroleum
- (6) It raises awareness and gets people talking about it
- (6) Recycling
- (5) Lower carbon footprint
- (5) Infinite/tons/so many benefits
- (3) Save the turtles
- (3) Better for our kids' future
- (3) Ecology
- (3) Climate change
- (2) Reduce fossil fuel emissions
- (2) Less greenhouse gas, more self-sufficiency
- (2) Reduce our dependency on plastics
- (2) Economy
- (2) Encourages people to consider their purchasing habits / take care of one's own habits and property
- (2) Duh! / obvious
- (1) Give back to our community



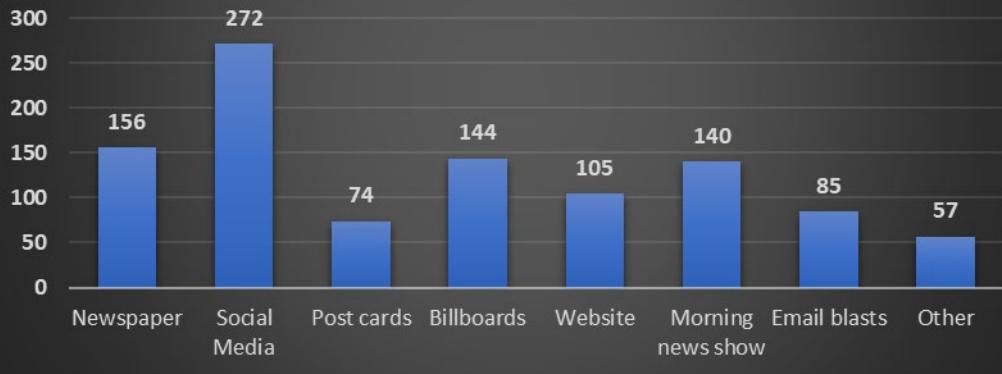
What would help you remember to bring your own reusable bags when you shop?



Responses provided for “other” included:

- (20) I'll learn with repetition/practice/by forgetting
- (14) I don't know
- (11) I'll have to remember/depend on my brain/myself
- (10) Make bags unavailable in stores
- (7) I don't need a reminder
- (4) A small bag that fits in my purse
- (4) Note on the dashboard or at the front door
- (4) Ad campaign
- (3) Charge for bags
- (3) Give away free reusable bags
- (3) Parking lot signs
- (3) Hang tag on my rearview mirror
- (3) Store discounts and promotions
- (2) Cardboard boxes (like at Aldi)
- (2) Tattoo
- (2) Social media
- (2) PSAs
- (2) Nothing
- (1) Endorsements by local celebrities and professional athletes
- (1) Commercials
- (1) Cell phone alarm
- (1) Reminder
- (1) Paper

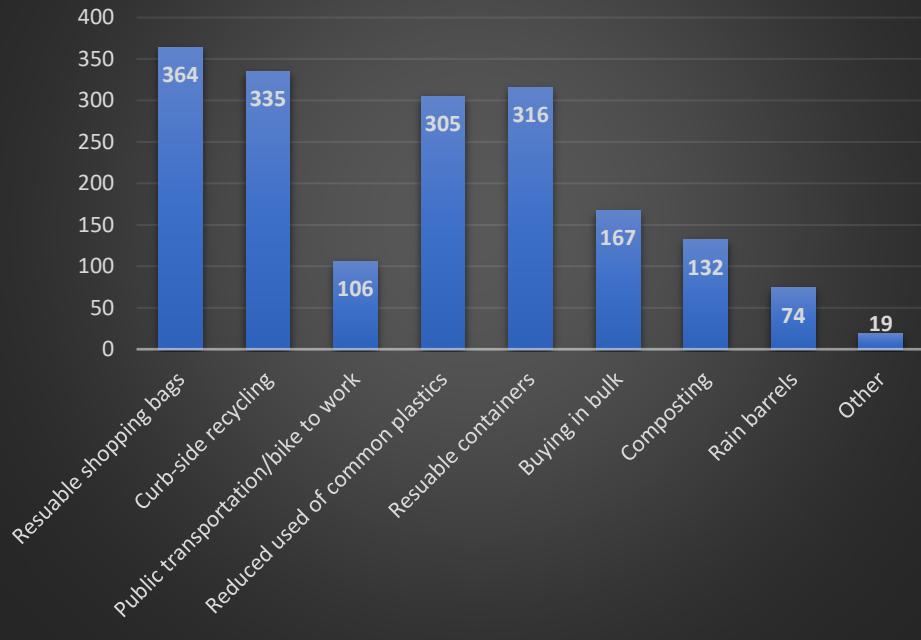
What information methods would you rely on the most to learn about the plastic bag ban?



Responses provided for “other” included:

- (9) Radio/NPR
- (3) Word of Mouth
- (2) Signage at stores
- (2) Community Leaders/Celebrities Leading by Example/Endorsements
- (2) Friends/Hold your Friends and Family Accountable
- (1) Schools to Educate Kids
- (1) Event booth attendance
- (1) Negative advertising
- (1) Internet news
- (1) Collaborate with other non-profit groups in NE Ohio
- (1) City Notification Systems

Do you practice any of the following sustainable habits in your day-to-day life?



Responses provided for “other” included:

- (5) Gardening/Growing My Own Vegetables
- (3) I'm vegetarian
- (2) I'm vegan
- (1) Shopping in stores that packages in recyclables (i.e., Whole Foods).

Other noteworthy general comments included:

- My largest concern about the plastic bag ban impacts my role as a mother of an African American teenage boy. All of his life I have taught him to request a bag at any store and to keep the receipt until he gets home. This ban changes that for me and possibly other parents. I fear that he may place his purchase in his bookbag. The likelihood that teenagers will carry the socially acceptable store bags vs. backpacks is something to consider. I fear that people watching teenagers putting items in bookbags may stereotype them to think they are stealing. I am fully aware this may never occur, but it is a very real concern for parents of children that are profiled at a higher rate. Please consider impact on everyone when trying to make improvements in one area.
- If we are getting rid of plastic shopping bags, we should get rid of plastic water bottles, zip lock bags, and paper/styrofoam containers/cups.
- Why didn't we do this sooner?
- Is the ban here to stay?
- We need to find a way to help the elderly and low-income families with the cost of reusable bags.
- I wonder if it accomplishes enough benefits to justify the talking point/grievance it gives the other side.